



Retail Market Potential

2338 Central Ave NE, Minneapolis, Minnesota, 55418

Ring: 1 mile radius

Prepared by Esri

Latitude: 45.01139

Longitude: -93.24740

Demographic Summary		2016	2021
Population		22,408	23,656
Population 18+		17,762	18,829
Households		9,581	10,075
Median Household Income		\$49,596	\$47,756

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	8,623	48.5%	103
Bought any women's clothing in last 12 months	7,781	43.8%	100
Bought clothing for child <13 years in last 6 months	4,116	23.2%	84
Bought any shoes in last 12 months	9,328	52.5%	97
Bought costume jewelry in last 12 months	3,253	18.3%	94
Bought any fine jewelry in last 12 months	3,389	19.1%	104
Bought a watch in last 12 months	1,956	11.0%	100
Automobiles (Households)			
HH owns/leases any vehicle	7,886	82.3%	96
HH bought/leased new vehicle last 12 mo	885	9.2%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	14,683	82.7%	97
Bought/changed motor oil in last 12 months	7,963	44.8%	91
Had tune-up in last 12 months	5,487	30.9%	102
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	11,263	63.4%	97
Drank regular cola in last 6 months	7,860	44.3%	99
Drank beer/ale in last 6 months	8,405	47.3%	111
Cameras (Adults)			
Own digital point & shoot camera	4,955	27.9%	96
Own digital single-lens reflex (SLR) camera	1,912	10.8%	125
Bought any camera in last 12 months	936	5.3%	92
Printed digital photos in last 12 months	369	2.1%	71
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	6,917	38.9%	108
Have a smartphone	10,858	61.1%	104
Have a smartphone: Android phone (any brand)	5,327	30.0%	111
Have a smartphone: Apple iPhone	4,505	25.4%	98
Number of cell phones in household: 1	3,886	40.6%	126
Number of cell phones in household: 2	3,529	36.8%	98
Number of cell phones in household: 3+	1,764	18.4%	72
HH has cell phone only (no landline telephone)	5,370	56.0%	134
Computers (Households)			
HH owns a computer	7,384	77.1%	100
HH owns desktop computer	3,789	39.5%	87
HH owns laptop/notebook	5,399	56.4%	104
HH owns any Apple/Mac brand computer	1,527	15.9%	106
HH owns any PC/non-Apple brand computer	6,388	66.7%	98
HH purchased most recent computer in a store	3,498	36.5%	97
HH purchased most recent computer online	1,330	13.9%	106
Spent <\$500 on most recent home computer	1,416	14.8%	102
Spent \$500-\$999 on most recent home computer	1,780	18.6%	97
Spent \$1,000-\$1,499 on most recent home computer	867	9.0%	96
Spent \$1,500-\$1,999 on most recent home computer	450	4.7%	103
Spent \$2,000+ on most recent home computer	466	4.9%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	9,490	53.4%	105
Bought brewed coffee at convenience store in last 30 days	2,857	16.1%	102
Bought cigarettes at convenience store in last 30 days	2,410	13.6%	108
Bought gas at convenience store in last 30 days	6,139	34.6%	105
Spent at convenience store in last 30 days: <\$20	1,690	9.5%	117
Spent at convenience store in last 30 days: \$20-\$39	1,516	8.5%	94
Spent at convenience store in last 30 days: \$40-\$50	1,318	7.4%	97
Spent at convenience store in last 30 days: \$51-\$99	680	3.8%	86
Spent at convenience store in last 30 days: \$100+	4,379	24.7%	108
Entertainment (Adults)			
Attended a movie in last 6 months	10,701	60.2%	101
Went to live theater in last 12 months	2,440	13.7%	106
Went to a bar/night club in last 12 months	3,638	20.5%	123
Dined out in last 12 months	7,995	45.0%	100
Gambled at a casino in last 12 months	1,986	11.2%	82
Visited a theme park in last 12 months	2,707	15.2%	87
Viewed movie (video-on-demand) in last 30 days	2,985	16.8%	99
Viewed TV show (video-on-demand) in last 30 days	2,481	14.0%	108
Watched any pay-per-view TV in last 12 months	1,963	11.1%	84
Downloaded a movie over the Internet in last 30 days	1,458	8.2%	114
Downloaded any individual song in last 6 months	3,718	20.9%	103
Watched a movie online in the last 30 days	3,428	19.3%	121
Watched a TV program online in last 30 days	3,485	19.6%	131
Played a video/electronic game (console) in last 12 months	2,146	12.1%	116
Played a video/electronic game (portable) in last 12 months	987	5.6%	122
Financial (Adults)			
Have home mortgage (1st)	4,993	28.1%	90
Used ATM/cash machine in last 12 months	8,936	50.3%	102
Own any stock	1,171	6.6%	86
Own U.S. savings bond	821	4.6%	87
Own shares in mutual fund (stock)	1,329	7.5%	103
Own shares in mutual fund (bonds)	691	3.9%	80
Have interest checking account	4,679	26.3%	93
Have non-interest checking account	5,010	28.2%	100
Have savings account	9,616	54.1%	100
Have 401K retirement savings plan	2,507	14.1%	97
Own/used any credit/debit card in last 12 months	13,123	73.9%	99
Avg monthly credit card expenditures: <\$111	1,932	10.9%	94
Avg monthly credit card expenditures: \$111-\$225	1,100	6.2%	90
Avg monthly credit card expenditures: \$226-\$450	1,163	6.5%	103
Avg monthly credit card expenditures: \$451-\$700	863	4.9%	91
Avg monthly credit card expenditures: \$701-\$1,000	719	4.0%	94
Avg monthly credit card expenditures: \$1,001+	1,658	9.3%	103
Did banking online in last 12 months	6,768	38.1%	107
Did banking on mobile device in last 12 months	2,833	15.9%	114
Paid bills online in last 12 months	8,269	46.6%	108

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	6,102	63.7%	92
Used bread in last 6 months	8,913	93.0%	99
Used chicken (fresh or frozen) in last 6 months	6,435	67.2%	97
Used turkey (fresh or frozen) in last 6 months	1,321	13.8%	87
Used fish/seafood (fresh or frozen) in last 6 months	5,030	52.5%	96
Used fresh fruit/vegetables in last 6 months	8,053	84.1%	98
Used fresh milk in last 6 months	8,137	84.9%	97
Used organic food in last 6 months	2,204	23.0%	117
Health (Adults)			
Exercise at home 2+ times per week	5,084	28.6%	101
Exercise at club 2+ times per week	2,679	15.1%	116
Visited a doctor in last 12 months	13,095	73.7%	97
Used vitamin/dietary supplement in last 6 months	9,375	52.8%	100
Home (Households)			
Any home improvement in last 12 months	2,321	24.2%	90
Used housekeeper/maid/professional HH cleaning service in last 12	1,102	11.5%	87
Purchased low ticket HH furnishings in last 12 months	1,555	16.2%	101
Purchased big ticket HH furnishings in last 12 months	1,966	20.5%	98
Bought any small kitchen appliance in last 12 months	2,158	22.5%	101
Bought any large kitchen appliance in last 12 months	1,072	11.2%	88
Insurance (Adults/Households)			
Currently carry life insurance	6,695	37.7%	88
Carry medical/hospital/accident insurance	11,573	65.2%	99
Carry homeowner insurance	7,007	39.4%	84
Carry renter's insurance	1,995	11.2%	138
Have auto insurance: 1 vehicle in household covered	3,589	37.5%	121
Have auto insurance: 2 vehicles in household covered	2,449	25.6%	90
Have auto insurance: 3+ vehicles in household covered	1,357	14.2%	65
Pets (Households)			
Household owns any pet	4,665	48.7%	91
Household owns any cat	2,101	21.9%	98
Household owns any dog	3,183	33.2%	82
Psychographics (Adults)			
Buying American is important to me	7,067	39.8%	94
Usually buy items on credit rather than wait	2,183	12.3%	105
Usually buy based on quality - not price	3,019	17.0%	95
Price is usually more important than brand name	4,740	26.7%	102
Usually use coupons for brands I buy often	3,438	19.4%	102
Am interested in how to help the environment	3,167	17.8%	109
Usually pay more for environ safe product	2,540	14.3%	112
Usually value green products over convenience	2,015	11.3%	108
Likely to buy a brand that supports a charity	6,232	35.1%	101
Reading (Adults)			
Bought digital book in last 12 months	2,522	14.2%	107
Bought hardcover book in last 12 months	4,233	23.8%	114
Bought paperback book in last 12 month	6,287	35.4%	113
Read any daily newspaper (paper version)	4,427	24.9%	95
Read any digital newspaper in last 30 days	6,661	37.5%	113
Read any magazine (paper/electronic version) in last 6 months	16,431	92.5%	102

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	13,427	75.6%	101
Went to family restaurant/steak house: 4+ times a month	4,758	26.8%	97
Went to fast food/drive-in restaurant in last 6 months	16,125	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	7,127	40.1%	102
Fast food/drive-in last 6 months: eat in	6,133	34.5%	95
Fast food/drive-in last 6 months: home delivery	1,549	8.7%	114
Fast food/drive-in last 6 months: take-out/drive-thru	8,459	47.6%	103
Fast food/drive-in last 6 months: take-out/walk-in	3,929	22.1%	114
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	5,601	31.5%	99
Own e-reader/tablet: iPad	2,781	15.7%	102
Own any portable MP3 player	5,963	33.6%	109
HH owns 1 TV	2,570	26.8%	131
HH owns 2 TVs	2,535	26.5%	102
HH owns 3 TVs	1,840	19.2%	90
HH owns 4+ TVs	1,277	13.3%	71
HH subscribes to cable TV	5,355	55.9%	113
HH subscribes to fiber optic	610	6.4%	84
HH has satellite dish	1,424	14.9%	59
HH owns DVD/Blu-ray player	5,761	60.1%	99
HH owns camcorder	909	9.5%	68
HH owns portable GPS navigation device	2,291	23.9%	87
HH purchased video game system in last 12 mos	686	7.2%	90
HH owns Internet video device for TV	728	7.6%	108
Travel (Adults)			
Domestic travel in last 12 months	8,993	50.6%	101
Took 3+ domestic non-business trips in last 12 months	2,069	11.6%	105
Spent on domestic vacations in last 12 months: <\$1,000	2,047	11.5%	107
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	993	5.6%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	606	3.4%	95
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	497	2.8%	72
Spent on domestic vacations in last 12 months: \$3,000+	847	4.8%	87
Domestic travel in the 12 months: used general travel website	1,180	6.6%	98
Foreign travel in last 3 years	4,530	25.5%	106
Took 3+ foreign trips by plane in last 3 years	961	5.4%	120
Spent on foreign vacations in last 12 months: <\$1,000	744	4.2%	101
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	576	3.2%	99
Spent on foreign vacations in last 12 months: \$3,000+	933	5.3%	106
Foreign travel in last 3 years: used general travel website	1,013	5.7%	102
Nights spent in hotel/motel in last 12 months: any	7,231	40.7%	100
Took cruise of more than one day in last 3 years	1,342	7.6%	90
Member of any frequent flyer program	3,293	18.5%	114
Member of any hotel rewards program	2,424	13.6%	97

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Demographic Summary		2016	2021
Population		153,960	164,315
Population 18+		124,369	133,247
Households		63,040	67,529
Median Household Income		\$44,684	\$44,098

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	55,932	45.0%	95
Bought any women's clothing in last 12 months	53,330	42.9%	98
Bought clothing for child <13 years in last 6 months	28,891	23.2%	84
Bought any shoes in last 12 months	65,952	53.0%	98
Bought costume jewelry in last 12 months	23,535	18.9%	97
Bought any fine jewelry in last 12 months	23,120	18.6%	101
Bought a watch in last 12 months	12,934	10.4%	94
Automobiles (Households)			
HH owns/leases any vehicle	48,394	76.8%	90
HH bought/leased new vehicle last 12 mo	4,642	7.4%	78
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	96,151	77.3%	91
Bought/changed motor oil in last 12 months	51,008	41.0%	84
Had tune-up in last 12 months	35,632	28.7%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	79,290	63.8%	97
Drank regular cola in last 6 months	57,112	45.9%	102
Drank beer/ale in last 6 months	55,468	44.6%	105
Cameras (Adults)			
Own digital point & shoot camera	33,312	26.8%	92
Own digital single-lens reflex (SLR) camera	11,378	9.1%	106
Bought any camera in last 12 months	6,755	5.4%	95
Printed digital photos in last 12 months	3,139	2.5%	86
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	47,527	38.2%	106
Have a smartphone	82,527	66.4%	113
Have a smartphone: Android phone (any brand)	36,506	29.4%	109
Have a smartphone: Apple iPhone	39,282	31.6%	122
Number of cell phones in household: 1	26,259	41.7%	130
Number of cell phones in household: 2	22,231	35.3%	94
Number of cell phones in household: 3+	12,389	19.7%	77
HH has cell phone only (no landline telephone)	36,635	58.1%	139
Computers (Households)			
HH owns a computer	48,623	77.1%	100
HH owns desktop computer	23,899	37.9%	84
HH owns laptop/notebook	35,802	56.8%	105
HH owns any Apple/Mac brand computer	11,525	18.3%	122
HH owns any PC/non-Apple brand computer	40,157	63.7%	94
HH purchased most recent computer in a store	23,529	37.3%	99
HH purchased most recent computer online	8,755	13.9%	106
Spent <\$500 on most recent home computer	9,550	15.1%	104
Spent \$500-\$999 on most recent home computer	11,645	18.5%	97
Spent \$1,000-\$1,499 on most recent home computer	6,309	10.0%	106
Spent \$1,500-\$1,999 on most recent home computer	3,178	5.0%	111
Spent \$2,000+ on most recent home computer	2,607	4.1%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	67,348	54.2%	107
Bought brewed coffee at convenience store in last 30 days	17,901	14.4%	92
Bought cigarettes at convenience store in last 30 days	16,563	13.3%	106
Bought gas at convenience store in last 30 days	40,788	32.8%	99
Spent at convenience store in last 30 days: <\$20	11,521	9.3%	114
Spent at convenience store in last 30 days: \$20-\$39	12,412	10.0%	110
Spent at convenience store in last 30 days: \$40-\$50	8,917	7.2%	94
Spent at convenience store in last 30 days: \$51-\$99	5,747	4.6%	104
Spent at convenience store in last 30 days: \$100+	26,286	21.1%	92
Entertainment (Adults)			
Attended a movie in last 6 months	80,949	65.1%	109
Went to live theater in last 12 months	17,456	14.0%	108
Went to a bar/night club in last 12 months	26,482	21.3%	127
Dined out in last 12 months	52,813	42.5%	95
Gambled at a casino in last 12 months	12,884	10.4%	76
Visited a theme park in last 12 months	21,285	17.1%	97
Viewed movie (video-on-demand) in last 30 days	19,516	15.7%	92
Viewed TV show (video-on-demand) in last 30 days	18,174	14.6%	113
Watched any pay-per-view TV in last 12 months	12,803	10.3%	78
Downloaded a movie over the Internet in last 30 days	13,077	10.5%	146
Downloaded any individual song in last 6 months	29,734	23.9%	117
Watched a movie online in the last 30 days	31,132	25.0%	157
Watched a TV program online in last 30 days	29,802	24.0%	160
Played a video/electronic game (console) in last 12 months	16,408	13.2%	126
Played a video/electronic game (portable) in last 12 months	6,907	5.6%	122
Financial (Adults)			
Have home mortgage (1st)	30,016	24.1%	78
Used ATM/cash machine in last 12 months	61,672	49.6%	101
Own any stock	8,108	6.5%	85
Own U.S. savings bond	6,531	5.3%	99
Own shares in mutual fund (stock)	7,698	6.2%	85
Own shares in mutual fund (bonds)	4,717	3.8%	78
Have interest checking account	30,116	24.2%	86
Have non-interest checking account	34,664	27.9%	99
Have savings account	66,287	53.3%	99
Have 401K retirement savings plan	15,914	12.8%	88
Own/used any credit/debit card in last 12 months	91,797	73.8%	99
Avg monthly credit card expenditures: <\$111	15,430	12.4%	107
Avg monthly credit card expenditures: \$111-\$225	8,883	7.1%	104
Avg monthly credit card expenditures: \$226-\$450	6,787	5.5%	86
Avg monthly credit card expenditures: \$451-\$700	6,255	5.0%	94
Avg monthly credit card expenditures: \$701-\$1,000	5,265	4.2%	98
Avg monthly credit card expenditures: \$1,001+	10,063	8.1%	89
Did banking online in last 12 months	45,502	36.6%	102
Did banking on mobile device in last 12 months	21,817	17.5%	125
Paid bills online in last 12 months	54,531	43.8%	102

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	40,042	63.5%	91
Used bread in last 6 months	57,669	91.5%	97
Used chicken (fresh or frozen) in last 6 months	41,236	65.4%	95
Used turkey (fresh or frozen) in last 6 months	8,902	14.1%	89
Used fish/seafood (fresh or frozen) in last 6 months	33,024	52.4%	96
Used fresh fruit/vegetables in last 6 months	51,431	81.6%	95
Used fresh milk in last 6 months	53,400	84.7%	96
Used organic food in last 6 months	14,483	23.0%	117
Health (Adults)			
Exercise at home 2+ times per week	37,686	30.3%	107
Exercise at club 2+ times per week	18,269	14.7%	113
Visited a doctor in last 12 months	89,536	72.0%	95
Used vitamin/dietary supplement in last 6 months	60,835	48.9%	93
Home (Households)			
Any home improvement in last 12 months	12,898	20.5%	76
Used housekeeper/maid/professional HH cleaning service in last 12	6,980	11.1%	84
Purchased low ticket HH furnishings in last 12 months	9,945	15.8%	98
Purchased big ticket HH furnishings in last 12 months	13,819	21.9%	105
Bought any small kitchen appliance in last 12 months	13,976	22.2%	100
Bought any large kitchen appliance in last 12 months	6,552	10.4%	82
Insurance (Adults/Households)			
Currently carry life insurance	41,720	33.5%	79
Carry medical/hospital/accident insurance	73,720	59.3%	90
Carry homeowner insurance	40,205	32.3%	69
Carry renter's insurance	13,730	11.0%	136
Have auto insurance: 1 vehicle in household covered	23,714	37.6%	122
Have auto insurance: 2 vehicles in household covered	15,413	24.4%	86
Have auto insurance: 3+ vehicles in household covered	8,472	13.4%	62
Pets (Households)			
Household owns any pet	28,154	44.7%	83
Household owns any cat	11,932	18.9%	84
Household owns any dog	19,389	30.8%	75
Psychographics (Adults)			
Buying American is important to me	44,050	35.4%	84
Usually buy items on credit rather than wait	13,439	10.8%	92
Usually buy based on quality - not price	20,703	16.6%	93
Price is usually more important than brand name	31,025	24.9%	95
Usually use coupons for brands I buy often	20,424	16.4%	87
Am interested in how to help the environment	22,353	18.0%	110
Usually pay more for environ safe product	16,784	13.5%	106
Usually value green products over convenience	14,865	12.0%	114
Likely to buy a brand that supports a charity	45,004	36.2%	104
Reading (Adults)			
Bought digital book in last 12 months	17,622	14.2%	107
Bought hardcover book in last 12 months	28,972	23.3%	111
Bought paperback book in last 12 month	42,990	34.6%	110
Read any daily newspaper (paper version)	29,279	23.5%	90
Read any digital newspaper in last 30 days	47,303	38.0%	114
Read any magazine (paper/electronic version) in last 6 months	115,735	93.1%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.



Retail Market Potential

2338 Central Ave NE, Minneapolis, Minnesota, 55418
 Ring: 3 mile radius

Prepared by Esri
 Latitude: 45.01139
 Longitude: -93.24740

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	89,944	72.3%	97
Went to family restaurant/steak house: 4+ times a month	31,465	25.3%	92
Went to fast food/drive-in restaurant in last 6 months	111,145	89.4%	99
Went to fast food/drive-in restaurant 9+ times/mo	48,325	38.9%	98
Fast food/drive-in last 6 months: eat in	44,806	36.0%	99
Fast food/drive-in last 6 months: home delivery	11,453	9.2%	120
Fast food/drive-in last 6 months: take-out/drive-thru	55,516	44.6%	96
Fast food/drive-in last 6 months: take-out/walk-in	27,705	22.3%	115
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	39,839	32.0%	101
Own e-reader/tablet: iPad	18,685	15.0%	98
Own any portable MP3 player	39,921	32.1%	104
HH owns 1 TV	17,526	27.8%	136
HH owns 2 TVs	17,400	27.6%	106
HH owns 3 TVs	11,229	17.8%	83
HH owns 4+ TVs	8,039	12.8%	68
HH subscribes to cable TV	35,427	56.2%	113
HH subscribes to fiber optic	3,579	5.7%	75
HH has satellite dish	9,399	14.9%	59
HH owns DVD/Blu-ray player	36,339	57.6%	95
HH owns camcorder	6,318	10.0%	72
HH owns portable GPS navigation device	13,304	21.1%	77
HH purchased video game system in last 12 mos	4,891	7.8%	98
HH owns Internet video device for TV	4,651	7.4%	105
Travel (Adults)			
Domestic travel in last 12 months	61,133	49.2%	98
Took 3+ domestic non-business trips in last 12 months	15,046	12.1%	109
Spent on domestic vacations in last 12 months: <\$1,000	16,912	13.6%	127
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6,599	5.3%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,344	3.5%	98
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,026	3.2%	83
Spent on domestic vacations in last 12 months: \$3,000+	5,453	4.4%	80
Domestic travel in the 12 months: used general travel website	8,476	6.8%	101
Foreign travel in last 3 years	32,316	26.0%	108
Took 3+ foreign trips by plane in last 3 years	6,343	5.1%	113
Spent on foreign vacations in last 12 months: <\$1,000	4,832	3.9%	93
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	4,501	3.6%	111
Spent on foreign vacations in last 12 months: \$3,000+	6,088	4.9%	99
Foreign travel in last 3 years: used general travel website	8,222	6.6%	118
Nights spent in hotel/motel in last 12 months: any	48,399	38.9%	96
Took cruise of more than one day in last 3 years	9,776	7.9%	94
Member of any frequent flyer program	19,977	16.1%	98
Member of any hotel rewards program	14,698	11.8%	84

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Retail Market Potential

2338 Central Ave NE, Minneapolis, Minnesota, 55418
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 45.01139
 Longitude: -93.24740

Demographic Summary		2016	2021
Population		406,349	428,325
Population 18+		325,981	344,853
Households		170,713	180,126
Median Household Income		\$46,350	\$45,679

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	148,130	45.4%	96
Bought any women's clothing in last 12 months	139,738	42.9%	98
Bought clothing for child <13 years in last 6 months	75,686	23.2%	84
Bought any shoes in last 12 months	173,213	53.1%	99
Bought costume jewelry in last 12 months	61,518	18.9%	97
Bought any fine jewelry in last 12 months	61,621	18.9%	103
Bought a watch in last 12 months	35,251	10.8%	98
Automobiles (Households)			
HH owns/leases any vehicle	134,054	78.5%	92
HH bought/leased new vehicle last 12 mo	13,271	7.8%	83
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	257,299	78.9%	93
Bought/changed motor oil in last 12 months	138,640	42.5%	87
Had tune-up in last 12 months	93,546	28.7%	95
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	208,662	64.0%	98
Drank regular cola in last 6 months	146,556	45.0%	100
Drank beer/ale in last 6 months	148,673	45.6%	107
Cameras (Adults)			
Own digital point & shoot camera	88,938	27.3%	94
Own digital single-lens reflex (SLR) camera	29,324	9.0%	104
Bought any camera in last 12 months	17,809	5.5%	96
Printed digital photos in last 12 months	8,072	2.5%	85
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	125,061	38.4%	106
Have a smartphone	209,832	64.4%	109
Have a smartphone: Android phone (any brand)	95,772	29.4%	109
Have a smartphone: Apple iPhone	95,828	29.4%	114
Number of cell phones in household: 1	69,400	40.7%	126
Number of cell phones in household: 2	59,851	35.1%	94
Number of cell phones in household: 3+	34,094	20.0%	78
HH has cell phone only (no landline telephone)	94,952	55.6%	133
Computers (Households)			
HH owns a computer	131,933	77.3%	101
HH owns desktop computer	67,061	39.3%	87
HH owns laptop/notebook	96,619	56.6%	104
HH owns any Apple/Mac brand computer	31,644	18.5%	123
HH owns any PC/non-Apple brand computer	109,504	64.1%	94
HH purchased most recent computer in a store	64,106	37.6%	100
HH purchased most recent computer online	24,034	14.1%	108
Spent <\$500 on most recent home computer	25,511	14.9%	103
Spent \$500-\$999 on most recent home computer	31,209	18.3%	96
Spent \$1,000-\$1,499 on most recent home computer	17,558	10.3%	109
Spent \$1,500-\$1,999 on most recent home computer	8,911	5.2%	115
Spent \$2,000+ on most recent home computer	7,220	4.2%	108

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Retail Market Potential

2338 Central Ave NE, Minneapolis, Minnesota, 55418
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 Latitude: 45.01139
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	175,221	53.8%	106
Bought brewed coffee at convenience store in last 30 days	47,596	14.6%	93
Bought cigarettes at convenience store in last 30 days	43,450	13.3%	107
Bought gas at convenience store in last 30 days	103,733	31.8%	96
Spent at convenience store in last 30 days: <\$20	30,657	9.4%	116
Spent at convenience store in last 30 days: \$20-\$39	32,067	9.8%	109
Spent at convenience store in last 30 days: \$40-\$50	23,532	7.2%	95
Spent at convenience store in last 30 days: \$51-\$99	14,703	4.5%	102
Spent at convenience store in last 30 days: \$100+	69,170	21.2%	93
Entertainment (Adults)			
Attended a movie in last 6 months	207,612	63.7%	107
Went to live theater in last 12 months	45,797	14.0%	108
Went to a bar/night club in last 12 months	68,061	20.9%	125
Dined out in last 12 months	143,222	43.9%	98
Gambled at a casino in last 12 months	37,616	11.5%	84
Visited a theme park in last 12 months	54,916	16.8%	96
Viewed movie (video-on-demand) in last 30 days	55,143	16.9%	100
Viewed TV show (video-on-demand) in last 30 days	48,469	14.9%	115
Watched any pay-per-view TV in last 12 months	36,447	11.2%	85
Downloaded a movie over the Internet in last 30 days	32,531	10.0%	139
Downloaded any individual song in last 6 months	73,744	22.6%	111
Watched a movie online in the last 30 days	75,671	23.2%	145
Watched a TV program online in last 30 days	72,982	22.4%	150
Played a video/electronic game (console) in last 12 months	40,618	12.5%	119
Played a video/electronic game (portable) in last 12 months	17,679	5.4%	119
Financial (Adults)			
Have home mortgage (1st)	85,826	26.3%	85
Used ATM/cash machine in last 12 months	165,607	50.8%	103
Own any stock	22,849	7.0%	92
Own U.S. savings bond	17,433	5.3%	101
Own shares in mutual fund (stock)	21,549	6.6%	91
Own shares in mutual fund (bonds)	13,213	4.1%	83
Have interest checking account	82,902	25.4%	90
Have non-interest checking account	90,128	27.6%	98
Have savings account	175,396	53.8%	100
Have 401K retirement savings plan	43,756	13.4%	92
Own/used any credit/debit card in last 12 months	241,918	74.2%	100
Avg monthly credit card expenditures: <\$111	38,033	11.7%	101
Avg monthly credit card expenditures: \$111-\$225	22,966	7.0%	102
Avg monthly credit card expenditures: \$226-\$450	18,777	5.8%	91
Avg monthly credit card expenditures: \$451-\$700	16,809	5.2%	97
Avg monthly credit card expenditures: \$701-\$1,000	14,958	4.6%	106
Avg monthly credit card expenditures: \$1,001+	28,546	8.8%	97
Did banking online in last 12 months	122,726	37.6%	105
Did banking on mobile device in last 12 months	54,886	16.8%	120
Paid bills online in last 12 months	147,571	45.3%	105

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Retail Market Potential

2338 Central Ave NE, Minneapolis, Minnesota, 55418
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 45.01139
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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	109,714	64.3%	92
Used bread in last 6 months	156,424	91.6%	98
Used chicken (fresh or frozen) in last 6 months	113,562	66.5%	96
Used turkey (fresh or frozen) in last 6 months	24,241	14.2%	90
Used fish/seafood (fresh or frozen) in last 6 months	90,129	52.8%	97
Used fresh fruit/vegetables in last 6 months	141,926	83.1%	97
Used fresh milk in last 6 months	144,414	84.6%	96
Used organic food in last 6 months	39,090	22.9%	116
Health (Adults)			
Exercise at home 2+ times per week	96,818	29.7%	105
Exercise at club 2+ times per week	49,069	15.1%	116
Visited a doctor in last 12 months	239,414	73.4%	97
Used vitamin/dietary supplement in last 6 months	164,853	50.6%	96
Home (Households)			
Any home improvement in last 12 months	36,095	21.1%	79
Used housekeeper/maid/professional HH cleaning service in last 12	19,504	11.4%	87
Purchased low ticket HH furnishings in last 12 months	28,640	16.8%	104
Purchased big ticket HH furnishings in last 12 months	37,203	21.8%	104
Bought any small kitchen appliance in last 12 months	37,133	21.8%	98
Bought any large kitchen appliance in last 12 months	18,267	10.7%	84
Insurance (Adults/Households)			
Currently carry life insurance	115,392	35.4%	83
Carry medical/hospital/accident insurance	201,730	61.9%	94
Carry homeowner insurance	114,519	35.1%	75
Carry renter's insurance	36,262	11.1%	137
Have auto insurance: 1 vehicle in household covered	63,220	37.0%	120
Have auto insurance: 2 vehicles in household covered	42,491	24.9%	87
Have auto insurance: 3+ vehicles in household covered	24,333	14.3%	65
Pets (Households)			
Household owns any pet	76,484	44.8%	83
Household owns any cat	32,498	19.0%	85
Household owns any dog	52,498	30.8%	75
Psychographics (Adults)			
Buying American is important to me	120,641	37.0%	87
Usually buy items on credit rather than wait	36,719	11.3%	96
Usually buy based on quality - not price	56,338	17.3%	96
Price is usually more important than brand name	81,125	24.9%	95
Usually use coupons for brands I buy often	55,734	17.1%	90
Am interested in how to help the environment	58,934	18.1%	111
Usually pay more for environ safe product	45,531	14.0%	109
Usually value green products over convenience	38,089	11.7%	111
Likely to buy a brand that supports a charity	115,393	35.4%	101
Reading (Adults)			
Bought digital book in last 12 months	46,443	14.2%	108
Bought hardcover book in last 12 months	75,269	23.1%	110
Bought paperback book in last 12 month	110,648	33.9%	108
Read any daily newspaper (paper version)	80,717	24.8%	95
Read any digital newspaper in last 30 days	123,930	38.0%	114
Read any magazine (paper/electronic version) in last 6 months	303,415	93.1%	103

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Retail Market Potential

2338 Central Ave NE, Minneapolis, Minnesota, 55418
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 45.01139
 Longitude: -93.24740

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	238,060	73.0%	98
Went to family restaurant/steak house: 4+ times a month	84,346	25.9%	94
Went to fast food/drive-in restaurant in last 6 months	290,981	89.3%	99
Went to fast food/drive-in restaurant 9+ times/mo	127,307	39.1%	99
Fast food/drive-in last 6 months: eat in	114,466	35.1%	97
Fast food/drive-in last 6 months: home delivery	30,001	9.2%	120
Fast food/drive-in last 6 months: take-out/drive-thru	147,042	45.1%	97
Fast food/drive-in last 6 months: take-out/walk-in	70,359	21.6%	111
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	105,505	32.4%	102
Own e-reader/tablet: iPad	50,880	15.6%	102
Own any portable MP3 player	106,170	32.6%	106
HH owns 1 TV	46,977	27.5%	135
HH owns 2 TVs	45,304	26.5%	102
HH owns 3 TVs	30,861	18.1%	85
HH owns 4+ TVs	22,786	13.3%	71
HH subscribes to cable TV	94,695	55.5%	112
HH subscribes to fiber optic	11,202	6.6%	86
HH has satellite dish	25,458	14.9%	59
HH owns DVD/Blu-ray player	98,312	57.6%	95
HH owns camcorder	17,901	10.5%	75
HH owns portable GPS navigation device	37,293	21.8%	80
HH purchased video game system in last 12 mos	12,447	7.3%	92
HH owns Internet video device for TV	12,814	7.5%	106
Travel (Adults)			
Domestic travel in last 12 months	165,481	50.8%	101
Took 3+ domestic non-business trips in last 12 months	39,163	12.0%	108
Spent on domestic vacations in last 12 months: <\$1,000	41,362	12.7%	118
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	18,684	5.7%	98
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	11,947	3.7%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	11,202	3.4%	88
Spent on domestic vacations in last 12 months: \$3,000+	15,036	4.6%	84
Domestic travel in the 12 months: used general travel website	24,037	7.4%	109
Foreign travel in last 3 years	85,333	26.2%	109
Took 3+ foreign trips by plane in last 3 years	17,430	5.3%	119
Spent on foreign vacations in last 12 months: <\$1,000	13,074	4.0%	96
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	11,828	3.6%	111
Spent on foreign vacations in last 12 months: \$3,000+	16,895	5.2%	104
Foreign travel in last 3 years: used general travel website	20,975	6.4%	115
Nights spent in hotel/motel in last 12 months: any	130,404	40.0%	99
Took cruise of more than one day in last 3 years	26,608	8.2%	97
Member of any frequent flyer program	57,622	17.7%	108
Member of any hotel rewards program	41,938	12.9%	91

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